

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA
Friday, November 8, 2019 – 10:00 a.m. to 12:00 p.m.
Conference Room
Bluff Dwellings Resort
2625 South Highway 191, Bluff, UT 84512**

- Welcome & Introductions: Lance Syrett, Board Chair - (10:00 a.m.)
- Approval of Minutes - (10:10 a.m.)
- Managing Director Report: Vicki Varela - (10:15 a.m.)
 - Strategic Planning
 - Adrian Awards
 - Saudi Arabia ad tied to Utah
- Marketing Committee Report:
 - Review Dashboard of High-Level Industry/Office of Tourism Metrics - Dave Williams, Associate Managing Director - (10:30 a.m.)
 - Review of Winter 2019-20 Ad Campaign Results and Creative - Becky Keeney, Operations & Marketing Manager - (10:35 a.m.)
 - Review of 3-Season Ad Campaign Effectiveness - Dave Williams - (10:50 a.m.)
 - Review of 2020 3-Season Ad Campaign Strategy and Approval of 3-Season Domestic Media Mix for \$6,745,475 - Struck (Office of Tourism ad agency of record) - (11:05)
 - Review of Winter in Southern Utah Creative - Becky Keeney - (11:20 a.m.)
 - International Consumer Marketing Update - Becky Keeney - (11:25 a.m.)
 - Review of Bears Ears Long-Form Videos - Dave Williams - (11:35 a.m.)
- Utah Tourism Industry Association Update: Kaitlin Eskelson, Executive Director - (11:40 a.m.)
- Announcements/Upcoming Events – (11:50 a.m.)

Meeting adjourned

The next board meeting will be held on Friday, December 13th from 10:00am to 12:00 pm at the Governor's Office of Economic Development, 60 E South Temple, 3rd Floor, Canyonlands Conference Room, Salt Lake City, Utah.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state